

CALIFORNIA PEAR ADVISORY BOARD

1521 "I" Street ■ Sacramento, CA 95814-2016 ■ Phone: 916 / 441-0432 ■ Fax: 916 / 446-1063

MEETING NOTICE

December 2, 2010

**California Farm Bureau Federation
First Floor Conference Room
2300 River Plaza Drive
Sacramento, CA 95833
(916) 561-5500**

9:00 a.m. – 12:30 p.m.

AGENDA

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| I. Call to Order | 9:00 am |
| II. Roll Call | 9:00 am |
| III. Introductions | 9:05 am |
| IV. Approval of June 24, 2010 Meeting Minutes | 9:10 am |
| V. Crop and Budget Report | 9:15 am |
| ■ Crop Review | |
| ■ 2010 Projections/Forecast | |
| ■ Budget Review | |
| VI. Inspection | 9:40 am |
| ■ Recap of 2010 Inspection | |
| ■ Performance of New Firmness Testers | |
| ■ Review of Regulation Changes/Modifications | |
| VII. Research and Field Director Report | 10:00am |
| • Growing tools update | |
| • Research priorities and upcoming meetings | |
| • California Minor Crop Tour | |
| • Other Activities | |

Action may be taken on any of the above items

- VIII. Export Promotion Presentation 10:15am
2010 Program and Funding
2011 Preliminary Goals and Objectives
- IX. Domestic Promotion Presentation 10:45 am
2010 Retail Merchandising, Public Relations and Promotion Program
Program overview and highlights
- Discussion on the possible elimination or reduction of the Fresh
Domestic Promotion Program.
- See attached background information document.
- X. Other Business
- XI. Closed session regarding the evaluation and performance of employees or
discussion of pending or ongoing litigation pursuant to Government Code
Section 11126.
- XII. Adjourn 12:30 pm

The CPAB prohibits discrimination in its programs on the basis of race, color, national origin, sex, religion, age, disability and marital or familial status. Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact Chris Zanolini at 916-441-0432.

The California Pear Advisory Board meetings comply with the Bagley-Keene Open Meetings Act that allows for public comment on all agenda items. For further information related to this agenda, please contact the CPAB Office at 916-441-0432.

A copy of this meeting notice can be found at
<http://www.calpear.com>.

Action may be taken on any of the above items

Background

The California Pear Advisory Board has been asked to hold a meeting to discuss the reduction of the Fresh Domestic Promotion program to Public Relations and Category Management/Market Research. Under this scenario the CPAB would be reducing its budget by approximately \$900,000. This proposed change for the 2011 season would not impact the Fresh Export Program or any of the other activities performed by the CPAB, including and not limited to research, crisis and issues management, statistics, grade, and the ongoing maintenance and improvement of the CPAB website.

This proposal is not based on the performance of the fresh domestic promotion program in fact the program this year has been the most exciting and effective program since the board established its own program in 1992. This change has been proposed due to changing market dynamics, California pear shipper consolidation and a desire for more shipper involvement and control in retail marketing and promotion activities.

Please contact the CPAB for more information

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